

HISTORIC LANDMARK COMMISSION
SEPTEMBER 9, 2013
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1981-0011-B
Day Building
319 Congress Avenue

PROPOSAL

Install a new sign for Chaotic Moon at the doorway.

PROJECT SPECIFICATIONS

The applicant proposes to install a new sign for Chaotic Moon. The proposed sign will be 46.5" high and 23" wide, for a total square footage of 7.43 square feet. The sign will have an aluminum cabinet with internal LED lighting that will shine only through a portion of the sign – the stylized “eye” of the owl; otherwise, the sign will be unlit. The applicant proposes to mount the sign on a new flat-roofed metal canopy with a perimeter of exposed bulbs on the bottom, illuminating the doorway.

STANDARDS FOR REVIEW

The Commission’s Standards for Review of applications for signs include:

I. SIGN TYPES

D. AWNING SIGNS

An awning sign may be woven, sewn, or painted onto the fabric of an awning. A panel sign painted or mounted on the edge of a rigid canopy also shall be considered an awning sign.

SIZE

- The maximum area of an awning sign may not exceed 20% of the awning panel, or 8 square feet, whichever is the lesser amount.

II. SIGN MATERIALS

- Use materials that are compatible with the materials of the building façade.
- Painted wood and metal are appropriate materials for signs. Do not use unfinished materials, including unpainted wood.

III. SIGN CONTENT AND DESIGN CONSIDERATIONS

- Use symbol signs when appropriate for the business.
- Use colors for the sign that are compatible with those of the building front. Limit the number of colors on the sign to no more than three (3).
- Use a simple sign design and typeface, and a style and size of lettering that will be compatible with the building front. Avoid sign types that appear too contemporary.
- Limit the height of letters to 10 inches.

IV. SIGN LIGHTING

- Use an external, shielded lamp to direct light at the sign.
- DO NOT USE:**
1. Internal illumination
 2. Fluorescent lights
 3. Sodium vapor lights.

VI. GENERAL DESIGN CONSIDERATIONS

- Consider the building front as part of an overall sign program. Coordinate signage with the composition of the façade, including ornamental details. Signs should always appear to be in scale with the elements of the façade.
- Signs should be in proportion to the building and must not dominate the façade.
- Develop a master sign plan for the entire building front and coordinate signage for different businesses within the same building.
- Locate a sign on a building to emphasize design elements of the façade. In no case should a sign obscure architectural details or features.
- Mount signs to fit within existing architectural features. Signs should help reinforce the horizontal lines of moldings and transoms seen along the street.

COMMITTEE RECOMMENDATIONS

Not reviewed.

STAFF RECOMMENDATION

Approve the application for the sign, but ensure that the proposed canopy will not obscure any architectural features of the doorway, and deny the request for exposed bulbs on the bottom of the canopy as incompatible with the historic character of the building and the Congress Avenue Historic District.